

DUPLICATE

## INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**McLaughlin & Associates**  
**Attention: Accounts Payable**  
**566 S. Route 303**  
**Blauvelt, NY 10913**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
952681-1	09/30/12	September 2012	08/27/12 - 09/24/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washingt	National

Advertiser	Product	Estimate Number
NRSC/Mack/R/Senate	NRSC/MACK	477

Flight Dates	Order #	Alt Order #
09/19/12 - 09/24/12	952681	06319407

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/24/12	09/24/12	WPBF News 25 Mornings	6-7AM	1-----	:30	1	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	1-----	1	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	09/24/12	6:30 AM	WPBF News 25 Mornings	6-7AM	:30	CMD0917RH	\$200.00 NM
2	09/19/12	09/21/12	WPBF News 25 Mornings	6-7AM	--WTF--	:30	3	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--WTF--	3	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	09/19/12	6:21 AM	WPBF News 25 Mornings	6-7AM	:30	CMD0917RH	\$200.00 NM
1	WPBF	Th	09/20/12	6:40 AM	WPBF News 25 Mornings	6-7AM	:30	CMD0917RH	\$200.00 NM
3	WPBF	F	09/21/12	6:22 AM	WPBF News 25 Mornings	6-7AM	:30	CMD0917RH	\$200.00 NM
3	09/24/12	09/24/12	Good Morning America	7-9AM	1-----	:30	1	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	1-----	1	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	09/24/12	7:30 AM	Good Morning America	7-9AM	:30	CMD0917RH	\$250.00 NM
4	09/19/12	09/21/12	Good Morning America	7-9AM	--WTF--	:30	3	\$250.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--WTF--	3	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	09/19/12	8:54 AM	Good Morning America	7-9AM	:30	CMD0917RH	\$250.00 NM
2	WPBF	Th	09/20/12	7:00 AM	Good Morning America	7-9AM	:30	CMD0917RH	\$250.00 NM
3	WPBF	F	09/21/12	8:39 AM	Good Morning America	7-9AM	:30	CMD0917RH	\$250.00 NM
5	09/24/12	09/24/12	The View	11A-12PM	1-----	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	1-----	1	\$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	09/24/12	11:00 AM	The View	11A-12PM	:30	CMD0917RH	\$350.00 NM
6	09/19/12	09/21/12	The View	11A-12PM	--WTF--	:30	2	\$350.00	NM

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**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
952681-1	09/30/12	September 2012	08/27/12 - 09/24/12
Advertiser	Product	Estimate Number	
NRSC/Mack/R/Senate	NRSC/MACK	477	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--WTF--	2	\$350.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Th		09/20/12	11:32 AM	The View	11A-12PM	:30	CMD0917RH	\$350.00	NM
2 WPBF F		09/21/12	11:34 AM	The View	11A-12PM	:30	CMD0917RH	\$350.00	NM
7	09/24/12	09/24/12	WPBF News 25 @ Noon	12pm-1230pm	1-----	:30	1	\$160.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	1-----	1	\$160.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		09/24/12	12:30 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	CMD0917RH	\$160.00	NM
8	09/19/12	09/21/12	WPBF News 25 @ Noon	12pm-1230pm	--WTF--	:30	3	\$160.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--WTF--	3	\$160.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WPBF W		09/19/12	12:28 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	CMD0917RH	\$160.00	NM
3 WPBF Th		09/20/12	12:09 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	CMD0917RH	\$160.00	NM
1 WPBF F		09/21/12	12:11 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	CMD0917RH	\$160.00	NM
9	09/24/12	09/24/12	Dr. Oz	4-5p	1-----	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	1-----	1	\$400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		09/24/12	4:26 PM	Dr. Oz	4-5p	:30	CMD0917RH	\$400.00	NM
10	09/19/12	09/21/12	Dr. Oz	4-5p	--WTF--	:30	2	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--WTF--	2	\$400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WPBF Th		09/20/12	4:12 PM	Dr. Oz	4-5p	:30	CMD0917RH	\$400.00	NM
1 WPBF F		09/21/12	4:39 PM	Dr. Oz	4-5p	:30	CMD0917RH	\$400.00	NM
11	09/24/12	09/24/12	M-F 5pm News	5-6pm	1-----	:30	1	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	1-----	1	\$350.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		09/24/12	5:40 PM	M-F 5pm News	5-6pm	:30	CMD0917RH	\$350.00	NM
12	09/19/12	09/21/12	M-F 5pm News	5-6pm	--WTF--	:30	3	\$350.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--WTF--	3	\$350.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF W		09/19/12	5:22 PM	M-F 5pm News	5-6pm	:30	CMD0917RH	\$350.00	NM
2 WPBF Th		09/20/12	5:14 PM	M-F 5pm News	5-6pm	:30	CMD0917RH	\$350.00	NM
3 WPBF F		09/21/12	5:57 PM	M-F 5pm News	5-6pm	:30	CMD0917RH	\$350.00	NM
13	09/24/12	09/24/12	WPBF News 25 @ 6:00PM	6-6:30PM	1-----	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	1-----	1	\$500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		09/24/12	6:11 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	CMD0917RH	\$500.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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**Lehigh Valley, PA 18002-6885**

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Invoice #	Invoice Date	Invoice Month	Invoice Period
952681-1	09/30/12	September 2012	08/27/12 - 09/24/12
Advertiser	Product	Estimate Number	
NRSC/Mack/R/Senate	NRSC/MACK	477	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	09/24/12	09/24/12	WPBF News 25 @ 6:00P6-6:30PM		1-----	:30	1	\$500.00	NM
	Class of Time - Pre-emptible with notice								
14	09/19/12	09/21/12	WPBF News 25 @ 6:00P6-6:30PM		--WTF--	:30	2	\$500.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	09/17/12	09/23/12	--WTF--	2		\$500.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	09/19/12	6:12 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	CMD0917RH	\$500.00 NM
2	WPBF	F	09/21/12	6:25 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	CMD0917RH	\$500.00 NM
15	09/19/12	09/21/12	Wheel Of Fortune	7-7:30PM	--WTF--	:30	2	\$750.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	09/17/12	09/23/12	--WTF--	2		\$750.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	09/19/12	7:07 PM	Wheel Of Fortune	7-7:30PM	:30	CMD0917RH	\$750.00 NM
1	WPBF	F	09/21/12	7:13 PM	Wheel Of Fortune	7-7:30PM	:30	CMD0917RH	\$750.00 NM
16	09/24/12	09/24/12	Jeopardy	7:30-8PM	1-----	:30	1	\$850.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	09/24/12	09/30/12	1-----	1		\$850.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	09/24/12	7:42 PM	Jeopardy	7:30-8PM	:30	CMD0917RH	\$850.00 NM
17	09/19/12	09/21/12	Jeopardy	7:30-8PM	--WTF--	:30	2	\$850.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	09/17/12	09/23/12	--WTF--	2		\$850.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	09/19/12	7:28 PM	Jeopardy	7:30-8PM	:30	CMD0917RH	\$850.00 NM
1	WPBF	Th	09/20/12	7:28 PM	Jeopardy	7:30-8PM	:30	CMD0917RH	\$850.00 NM
18	09/24/12	09/24/12	M-SUN WPBF News 25 @ 11-11:35PM		1-----	:30	1	\$500.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	09/24/12	09/30/12	1-----	1		\$500.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	09/24/12	11:31 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	CMD0917RH	\$500.00 NM
19	09/19/12	09/21/12	M-SUN WPBF News 25 @ 11-11:35PM		--WTF--	:30	3	\$500.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	09/17/12	09/23/12	--WTF--	3		\$500.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	09/19/12	11:30 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	CMD0917RH	\$500.00 NM
3	WPBF	Th	09/20/12	11:26 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	CMD0917RH	\$500.00 NM
1	WPBF	F	09/21/12	11:25 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	CMD0917RH	\$500.00 NM
20	09/24/12	09/24/12	Nightline	11:35-12:05AM	1-----	:30	1	\$275.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			
	09/24/12	09/30/12	1-----	1		\$275.00			
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	09/24/12	11:54 PM	Nightline	11:35-12:05AM	:30	CMD0917RH	\$275.00 NM
21	09/19/12	09/21/12	Nightline	11:35-12:05AM	--WTF--	:30	2	\$275.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>		<u>Rate</u>			



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952681-1	09/30/12	September 2012	08/27/12 - 09/24/12
Advertiser	Product	Estimate Number	
NRSC/Mack/R/Senate	NRSC/MACK	477	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	09/19/12	09/21/12	Nightline	11:35-12:05AM	--WTF--	:30	2	\$275.00	NM
	Class of Time - Pre-emptible with notice								
	09/17/12	09/23/12	--WTF--	2	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	09/20/12	11:56 PM	Nightline	11:35-12:05AM	:30	CMD0917RH	\$275.00 NM
2	WPBF	F	09/21/12	11:54 PM	Nightline	11:35-12:05AM	:30	CMD0917RH	\$275.00 NM
22	09/22/12	09/22/12	Sat 6-7am News	Sat 6-7am	-----1-	:30	1	\$110.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	-----1-	1	\$110.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	09/22/12	6:12 AM	Sat 6-7am News	Sat 6-7am	:30	CMD0917RH	\$110.00 NM
23	09/22/12	09/22/12	Sat 8-9am News	Sat 8-9am	-----1-	:30	1	\$225.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	-----1-	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	09/22/12	8:14 AM	Sat 8-9am News	Sat 8-9am	:30	CMD0917RH	\$225.00 NM
24	09/22/12	09/22/12	Sat 7pm News	7-730pm	-----1-	:30	1	\$400.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	-----1-	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	09/22/12	7:34 PM	Sat 7pm News	7-730pm	:30	CMD0917RH	\$400.00 NM
	LR - Football								
25	09/23/12	09/23/12	Sun 630pm News	630-7pm	-----1	:30	1	\$325.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	-----1	1	\$325.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	09/23/12	6:52 PM	Sun 630pm News	630-7pm	:30	CMD0917RH	\$325.00 NM
Total Spots							41		

## Payment Terms 30 Days

Gross Total	\$15,525.00
Agency Commission	\$2,328.75
Net Amount Due	\$13,196.25